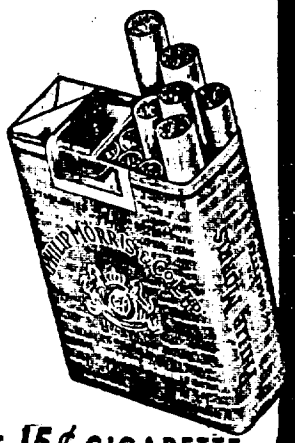
YOU GET TRUE SMOKING ENJOYMENT

unhampered by throat irritation!

Keen pleasure in every puff...all day long... and no penalties for your nose and throat!



CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

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WINNING NEW THOUSANDS DAILY—

PEOPLE LIKE PHILIP MORRIS ...enjoy the world's finest, mellowest tobaccos...unhampered by throat irritation.

CALL FOR PHILIP MORRIS

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THE SWING IS TO PHILIP MORRIS!

A finer cigarette... better for the nose and throat...so, every day new thousands join the millions who yearly smoke *billions* of Philip Morris Cigarettes. Remember to...

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AMERICA'S FINEST 15¢ CIGARETTE

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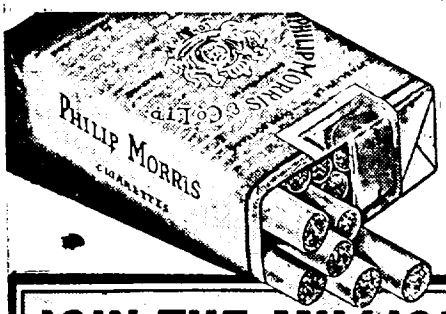

For complete smoking enjoyment—unhampered by throat irritation...

JOIN THE MILLIONS WHO CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE!

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